

ORDER



KSDK

Orders
Order / Rev: 720190
Alt Order #: 06362427
Product Desc: AKIN FOR SENATE
Estimate: 2810
Flight Dates: 10/04/12 - 10/04/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 3946 North Hampton Drive
 Powell, OH 432065

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Akin,T/R/Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/04/12	7	\$6,675.00	\$5,673.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	7	\$6,675.00	\$5,673.75	0.00
Totals	7	\$6,675.00	\$5,673.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/04/12	10/04/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	---T---	:30	2	\$675.00	P-2	0.00	NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					2	\$675.00		0.00			
E 2	KSDK	10/04/12	10/04/12	M-F 430-5p Jeopardy	CM	430-5p	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$750.00		0.00			
E 3	KSDK	10/04/12	10/04/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---T---	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
RATE REVISION AND CANX 1X															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,650.00		0.00			
E 4	KSDK	10/04/12	10/04/12	LN (M-F) LN (M-F)	CM	10-1035p	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
RATE REVISION AND CANX 1X															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,800.00		0.00			
E 5	KSDK	10/04/12	10/04/12	M-F 4P News News 5 at Four	CM	4-430P	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ADD TO SKED															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$600.00		0.00			
E 6	KSDK	10/04/12	10/04/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	---T---	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00

